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# Example of Marketing Manager, Asia Job Description

Our company is hiring for a marketing manager, asia. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for marketing manager, asia

* Assist on content development and market outreach for product launches
* Monitor the effectiveness of marketing campaigns
* Participate in and contribute to market intelligence activities and other ad hoc marketing projects
* Liaise with senior sales management to ensure that marketing activities are in support of Systems and Storage sales plans and business objectives (strategic and tactical)
* Be an active member of the global Marketing team to ensure consistency of marketing campaigns and messages global directions and regional implementation choices
* Provide input and feedback to corporate marketing organisations on regional needs campaign effectiveness of Systems and Storage campaigns
* Disseminate key corporate marketing information to the geography operations
* Actively develop new approaches and opportunities for improving efficiencies and productivity
* Proactively drive increase in ROI from marketing activities through focus on measurements tracking and closed loop marketing campaign execution
* Initiate and foster relationships with HQ campaign marketing teams, industry and regional sales to ensure the effective implementation of the demand generation plans

## Qualifications for marketing manager, asia

* You thrive in a fast-paced and demanding environment, possess a high level of intellectual curiosity, and demonstrate strong judgment in the face of ambiguity
* You are an agile, goal-oriented personality, driven to succeed and always up for a challenge!
* Understanding of the ADF portfolio and motivation for its unique positioning, culture and consumer dynamics
* Minimum 10 years solid working experience & proven track record in managing marketing function
* Minimum of 7 years of experience across marketing and partnership management
* In depth local market knowledge of India and SEA countries